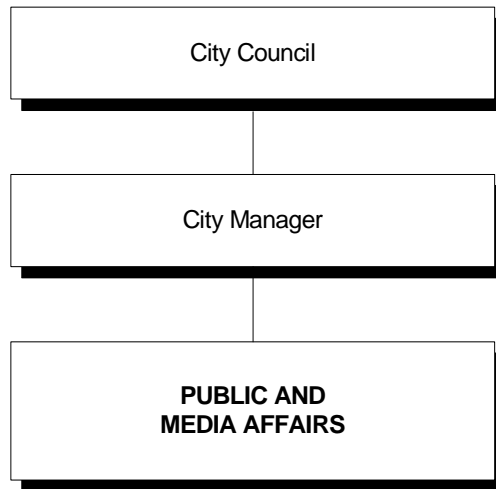


Public & Media Affairs



To coordinate public information and outreach activities between City departments and programs, insure accurate and timely public dissemination of information about City services and programs, and respond to public inquiries with courtesy, competence and concern.

Public and Media Affairs



Public and Media Affairs

Department Description

The City's Communications Program became the Public and Media Affairs Office in January 2001 after being augmented with the City Information Center, formerly part of the Citizens' Assistance Department. The Public and Media Affairs Office coordinates public information and outreach activities between City departments and programs, ensures accurate and timely public dissemination of information about City services and programs, and provides direct assistance to the public in response to telephone and in-person inquiries at the City Information Center concerning the full range of City services. Other functions include preparation of Citywide publications and news releases, oversight of the Emergency Operations Center's public information function, coordination of the Citywide Communications Committee, and special projects.

Milestones Met/Services Provided

San Diego Response to September 11, 2001

In the hours following the September 11th tragedy, Public and Media Affairs convened a multi-department public information group to dispel rumors, provide accurate information to the media and the public, and work closely with City operations personnel as changes in security procedures were implemented. The group established a regularly updated web page, maintained focused messages on the City's cable access channel, and worked with the Mayor's Office and other officials in organizing the community events in the days following September 11th. Public and Media Affairs also provided City employees with updated information about new procedures and security issues via e-mail, a special newsletter, and the City's CityNet site.

Paradise in Progress

Public and Media Affairs has chaired the innovative Paradise in Progress program since its inception in 1999. Paradise in Progress includes a steering committee with representatives from 12 agencies that oversees communications about downtown construction and

special events. The office contributions include providing the Geographic Information Systems (GIS) technology and data entry for tracking public impacts of construction, editing a biweekly newsletter, and hosting a monthly workshop of between 60 and 100 project managers and permit agency representatives. Last year, Paradise in Progress won two local awards for community relations and a national award for the innovative use GIS technology. The program has fully incorporated ballpark planning into this communications and coordination program.

BIO 2001

One of the major challenges of the past year was the potential threat of violence during BIO 2001, a major biotechnology international conference. Public and Media Affairs played an integral role in working with City staff, the San Diego Convention Center Corporation, and the biotechnology industry to ensure public information during the conference was optimized.

Citywide Publications

Public and Media Affairs continued to publish the *City Manager's Weekly Report* to the Mayor and City Council that tracks the status and successes of City activities. *City Page*, a monthly newsletter for employees, was also printed and distributed along with a number of Citywide press releases and publications. The office also worked to update the award-winning *Guide to City Communications*.

Updating Directories

Public and Media Affairs maintains the City's listings in the Pacific Bell phone directory, keeps the Just Call 24-hour recorded information service up-to-date, maintains the *Numbers You Can Use* guide, and developed a special phone directory for City personnel.

Milestones Met/Services Provided (continued)

City Web Pages

The office took over responsibility for keeping the News and Announcements section of the City's web page current, kept the Ethics Commission's website updated, and provided consulting and editing services to City departments and programs for updating and developing their web pages.

Community and Economic Development Public Information

In 2001, Public and Media Affairs continued to have direct responsibility for Community and Economic Development's public information function. That work included regular publication of *Connected*, the department's employee newsletter, the *Serving the Homeless* newsletter, and contributions to a new *Business Matters* newsletter published for the business community. Public and Media Affairs revamped the department's web pages and developed numerous media opportunities.

Consulting and Planning Services

Public and Media Affairs helped guide City of Villages public outreach; the concept, editing, and oversight of the City's Library System video, completed a public information plan for the Emergency Operations Center and acted as an interim public information liaison on energy issues while the Energy Conservation and Management Division was being established.

Future Outlook

In Fiscal Year 2003, the Public and Media Affairs Office will continue to support the goals of the City and the Mayor's 10 Goals.

The office will help City departments focus on further improving their collaborative use of the City's public information tools. These include internal and external publications, programming available through City TV 24, the web page, and the CityNet site.

Employee information objectives include revamping *City Page*, the City's internal newsletter, and using e-mail and the CityNet site more efficiently to keep employees informed about the breadth and scope of City activities.

Public and Media Affairs continues to augment its budget through sponsorships. Publication costs of *City Page*, the employee monthly newsletter, have been completely sponsored since 1996. The Resident Satisfaction Award Program also has a corporate sponsor. The office continues to look for ways to reduce costs and provide improved public information through sponsorship opportunities.

The office will continue to work on development of the Citywide GIS Construction Information Program being proposed and will refine the technology used in Paradise in Progress that also will be of assistance to the Ballpark Redevelopment Project. Guidance on public outreach will continue for the City of Villages, and public information resources will be provided, as needed, to meet other City goals. Training and maintenance of the Emergency Operations Center public information function will also continue. Additional specific projects anticipated include serving as a public information liaison for Super Bowl XXXVII. Public and Media Affairs will work with the Energy Conservation and Management Division to publicize key City achievements in energy conservation, efficiency, and production. The office is also creating a new section on the City website that will provide easier access for the public to news, press releases, and other City information, and will work closely with the Information Technology and Communications Department to continually streamline and improve the website's content.

Public and Media Affairs

Significant Budget Adjustments

Public and Media Affairs	Positions	Cost
Personnel Expense Adjustments	0.00 \$	41,155
Adjustments to reflect the annualization of the Fiscal Year 2002 negotiated salary compensation schedule, average salaries, fringe benefits, and other personnel expense adjustments.		
Non-Discretionary	0.00 \$	1,068
Adjustments to reflect expenses that are determined outside of the department's direct control. Examples of these adjustments include utilities, insurance, and rent.		
Budgetary Savings Plan	0.00 \$	(24,006)
Reductions in miscellaneous contractual services.		

Public and Media Affairs

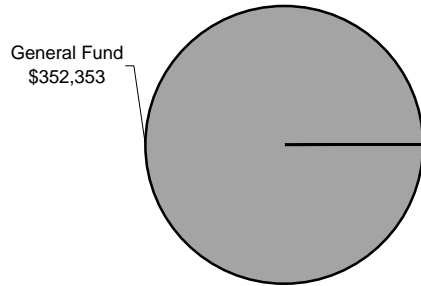
Public and Media Affairs			
	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 PROPOSED
Positions	3.84	4.02	4.02
Personnel Expense	\$ 221,209	\$ 247,177	\$ 288,332
Non-Personnel Expense	64,678	86,959	64,021
TOTAL	\$ 285,887	\$ 334,136	\$ 352,353

Department Staffing	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 PROPOSED
GENERAL FUND			
Public and Media Affairs	3.84	4.02	4.02
Total	3.84	4.02	4.02

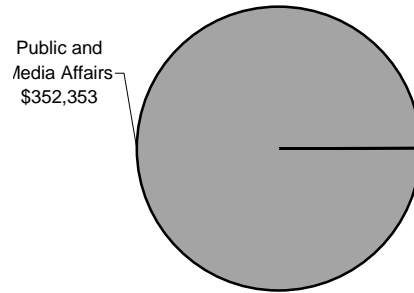
Department Expenditures	FY 2001 ACTUAL	FY 2002 BUDGET	FY 2003 PROPOSED
GENERAL FUND			
Public and Media Affairs	\$ 285,887	\$ 334,136	\$ 352,353
Total	\$ 285,887	\$ 334,136	\$ 352,353

Public and Media Affairs

Source of Funding



Allocation of Funding



Budget Dollars at Work

96,202 Telephone calls answered by City Information Center
36 Briefings and tours of City government

Key Performance Measures

	FY 2001 Actual	FY 2002 Budget	FY 2003 Proposed
Average cost per telephone call to respond to public inquiries ⁽¹⁾	\$1.21	\$1.06	\$1.24

⁽¹⁾ The reduction in the number of calls received from Fiscal Years 2001 to 2002 may be attributed to the expansion of the City's web site, introduction and promotion of the Just Call system, and reorganization and improvement of the City's listings in the Pacific Bell White Pages.

Division/Major Program Descriptions

Communications

This program, created in 1996, coordinates internal and external communications through a Citywide Communications Committee. The program assists departments in optimizing use of Citywide public information resources; acts as a gateway for broadcast e-mail; is a collection point for department information, publications, and press releases; provides training opportunities in public information; and administers and publicizes the annual Resident Satisfaction Awards Program. The program maintains the City website's News and Announcements section and coordinates with the Information Technology and Communications Department to improve overall web content.

City Information Center

Public and Media Affairs has operated the City Information Center since January 2001. The center's primary mission is to respond to telephone and in-person inquiries from the public. However, the center also maintains a Citywide employee database; manages the downtown carpool, schedules use of the City Administration Building lobby displays and elevator boards, maintains brochure racks, prepares and disseminates Citywide press releases and publications, and conducts City Council tours.

Special Projects

Public and Media Affairs is periodically involved in various special projects. In the past these have included management of Project Yukon; crisis communications and liaison roles for the Republican National Convention, 1998 Super Bowl and BIO 2001; and chairing Paradise in Progress.

EOC Public Information

Public and Media Affairs maintains public information equipment in the Emergency Operations Center, trains Public Information Officers, and is prepared to direct public information during an emergency, in cooperation with Fire, Police, and other personnel involved in emergency operations.

Public and Media Affairs

Salary Schedule

GENERAL FUND

Public and Media Affairs

<i>Class</i>	<i>Position Title</i>	<i>FY 2002 Positions</i>	<i>FY 2003 Positions</i>	<i>Salary and Fringe</i>	<i>Total</i>
1774	Public Information Specialist	2.00	2.00	46,745	93,490
1778	Public Information Supervisor	1.00	0.00		0
1871	Senior Public Information Officer	0.00	1.00	71,578	71,578
1876	Executive Secretary	0.01	0.01	60,400	604
2111	Assistant City Manager	0.01	0.01	210,100	2,101
2270	Program Manager	1.00	1.00	115,201	115,201
	Ex Perf Pay-Unclassified	0.00	0.00		1,511
	Bilingual - Regular	0.00	0.00		485
	Temporary Help	0.00	0.00		2,608
	Overtime Budgeted	0.00	0.00		754
	Total	4.02	4.02	\$	288,332
PUBLIC AND MEDIA AFFAIRS TOTAL		4.02	4.02	\$	288,332

Five-Year Expenditure Forecast

	FY 2003 PROPOSED	FY 2004 FORECAST	FY 2005 FORECAST	FY 2006 FORECAST	FY 2007 FORECAST
Positions	4.02	6.02	6.02	6.02	6.02
Personnel Expense	\$ 288,332	\$ 413,690	\$ 426,101	\$ 438,884	\$ 452,050
Non-Personnel Expense	64,021	75,942	78,220	80,566	82,983
TOTAL EXPENDITURES	\$ 352,353	\$ 489,632	\$ 504,321	\$ 519,450	\$ 535,033

Fiscal Year 2004

Addition of 1.00 Executive Secretary and 1.00 Public Information Officer.

Fiscal Year 2005

Addition of support for the expansion of the City's internal and external publications – both print and electronic.

Fiscal Year 2006 - 2007

No major projected requirements.

